

Message Text

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21

ACTION NEA-09

INFO OCT-01 ISO-00 DODE-00 PM-03 CIAE-00 INR-07 NSAE-00

RSC-01 EB-07 COME-00 TRSE-00 OMB-01 AID-05 CIEP-01

/035 W

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P 030800Z FEB 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC PRIORITY 0066

INFO USMTM DHAHRAN PRIORITY

USAS RIYADH PRIORITY

USCINCEUR

C O N F I D E N T I A L JIDDA 0771

E.O.: 11652: GDS

TAGS: MASS, SA

SUBJ: FY 75 MATERIEL ORIENTATION TOUR

REF : A. STATE 22566, DTG 310040Z JAN 75

B. CECIL-TURNER PHONE CON, 2 FEB 75 (NOTAL)

C. DAO MSG IR 6 884 0006 75 DTG 270600Z JAN 75 (NOTAL)

1. EMBASSY BELIEVES EVERY EFFORT SHOULD BE MADE TO RE-SCHEDULE GENERAL HUMAID'S ORIENTATION TOUR IN APRIL. REASON IS NOT THAT POLITICAL EMBARRASSMENT WOULD RESULT FROM POSTPONEMENT UNTIL EARLY FY 76, BUT THAT POSTPONEMENT

COULD RESULT IN LOSS FOR U.S. INDUSTRY OF UNIFORM AND FIELD EQUIPMENT ORDER WHOSE VALUE EXCEED ONE HUNDRED MILLION DOLLARS.

2. JUDGING FROM COMPOSITION OF HUMAID DELEGATION TO TAIWAN AND SOUTH KOREA (REF C), WHICH VISIT HAS NOW BEEN POSTPONED UNTIL MARCH, WE FORESAW DISTINCT POSSIBILITY THAT DURING GENERAL HUMAID'S VISIT HE WOULD INVESTIGATE POSSIBILITY THAT KOREAN OR NATIONALIST CHINESE INDUSTRY COULD PRODUCE UNIFORMS AND FIELD EQUIPMENT ORDERS WITH
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LOWER PRICES AND SHORTER LEAD TIMES THAN THOSE PROMISED

BY USG. HUMAID MAY STILL DISCOVER THIS TO BE POSSIBLE, BUT VISIT TO U.S. IN APRIL OFFERS US OPPORTUNITY TO ACQUAINT GENERAL HUMAID WITH U.S. INDUSTRY, QUALITY CONTROL, AND PRODUCTION TECHNIQUES, AS WELL AS OFFERING OPPORTUNITY TO MAKE OVERALL FAVORABLE IMPRESSION AS RESULT OF VISIT. IF U.S. ORIENTATION TOUR IS POSTPONED UNTIL EARLY FY76, MODA G-4 PURCHASING DECISION MAY WELL BE MADE AFTER TAIWAN AND KOREAN VISITS ON BASIS OF INFORMATION AND IMPRESSIONS AVAILABLE TO GENERAL HUMAID AT THAT TIME. (BECAUSE EQUIPMENT IS REPORTEDLY NEEDED WITHIN RELATIVELY SHORT TIME FRAME, WE DOUBT THAT G-4 WOULD POSTPONE DECISION UNTIL LATE SUMMER OR EARLY FALL.)

3. USMTM AND EMBASSY ARE CONTINUING EFFORTS TO OBTAIN POSITIVE DECISION ON UNIFORM AND FIELD EQUIPMENT SALES CASES DURING FEBRUARY. SHOULD WE SUCCEED, ABOVE ARGUMENT BECOMES LESS RELEVANT. HOWEVER, INFORMING GENERAL HUMAID AT THIS TIME THAT TRIP CANNOT BE RESCHEDULED IN APRIL MAY BE INTERPRETED AS LACK OF U.S. INTEREST IN UNIFORM AND FIELD EQUIPMENT BUY, CONTRIBUTING TO UNDESIRABLE MODA DECISION. THUS, URGE AGAIN THAT EVERY EFFORT BE MADE TO FIND FUNDS TO ALLOW TRIP TO TAKE PLACE IN APRIL, AS DESIRED BY SAUDIS.

AKINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, MILITARY EQUIPMENT, MILITARY VISITS, CONTRACTS
Control Number: n/a
Copy: SINGLE
Draft Date: 03 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: johnsorg
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975JIDDA00771
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D750038-0533
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750278/aaaacsog.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 75 STATE 22566, 75 DTG 310040Z, 75 JAN 75
Review Action: RELEASED, APPROVED
Review Authority: johnsorg
Review Comment: n/a
Review Content Flags:
Review Date: 19 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 AUG 2003 by BoyleJA>; APPROVED <04 DEC 2003 by johnsorg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 75 MATERIEL ORIENTATION TOUR
TAGS: MASS, SA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006